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Iowa State Daily (December 3, 2013)

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Atmosphere of excellence



Top right and left, middle left, bottom left: Iowa State Daily; bottom right: Courtesy of ISU athletic department
The academics at Iowa State and the city of Ames have been ranked first and second as best public research institution and best college town in the nation, respectively. The university and the Ames community offer unique sights including Campustown, Jack Trice Stadium, architectural monuments and activities for community members of every age.

ISU ranked highest in public research

By Brittany Morin
@iowastatedaily.com

Recently, the College Atlas Encyclopedia of Higher Education ranked Iowa State as the best public research institution in the Midwest, according to its main criteria of affordability, academic quality and accessibility.

U.S. News & World Report also

ranks Iowa State as one of the top 50 public institutions in the country. U.S. News & World Report ranks Iowa State's biological and agricultural engineering as sixth in the nation, analytical chemistry as 14th in the nation, veterinary medicine as 17th in the nation and statistics as 20th in the nation.

RANKING p6 >>

Ames listed as 2nd best among 75 college towns

By David Gerhold
@iowastatedaily.com

It is official. According to this year's college town rankings by the American Institute for Economic Research, Ames is the second best out of 75 college towns. This is the second time that Ames has achieved this ranking.

The institute's committee based the result on criteria such as student diversity, city accessibility, cost of living and rate of unemployment. Ames

did especially well in student concentration and degree attainment.

"It's always encouraging to see Ames ranked so high," said John McCarroll, executive director of university relations at Iowa State. "It's a compliment to the community and to Iowa State that we received this kind of recognition."

McCarroll said the relationship between the city and the university has always been a strong one.

AMES p1 >>

CyRide works on expansion of city services, daily hours

By Brian Voss
@iowastatedaily.com

By the end of 2013, CyRide expects to have more than 400,000 additional rides.

With enrollment increasing, CyRide is making plans to expand routes and create new routes while securing necessary funding.

Sheri Kyras, transit director for CyRide, said more than 300,000 additional rides are expected for the additional enrollment next year, which is expected to increase by over 1,000 students.

"For every additional student enrolled at Iowa State, it generates approximately 170 rides," Kyras said.



Kelby Wingert/Iowa State Daily
Students board CyRide at the stop near Student Services on Monday. Cyride is hoping to expand services and hours.

Kyras said the plans are currently to add 10 additional hours of service each weekday.

"That's what we've done the last two years, actually, the students have funded about \$80,000 ad-

ditional for the last two years, and we think in order to meet next years predicted increase we'll need that," Kyras said.

Kyras said this year is

CYRIDE p6 >>

Campaign College 2014 strives for more women in leadership

By Max Dible
@iowastatedaily.com

Campaign College 2014 is one of a number of programs on campus geared toward getting more women involved in student leadership, particularly the Government of the Student Body.

Campaign College 2014 is a half-day workshop which will be on Saturday, Jan. 18, in the Campanile Room of the Memorial Union.

Valerie Hennings, adjunct assistant professor of political science, who also serves as a scholar residence at the Carrie Chapman Catt Center for Women in Politics, is the director of Campaign College 2014.

Hennings explained the relevance of the workshop to Iowa State specifically.

"We tend to see an under-representation of women serving in these formal positions on student government as compared to proportion of the student body," Hennings said. "Iowa State reflects what we see nationally when it comes to the gender imbalance in student government."

Krista Johnson, senior in political science and international studies, who is also a research assistant at the Catt Center as well as a GSB senator for the College of Liberal Arts and Sciences, put numbers to the gender disparity in student government.

"We currently have 32.35 percent of available positions as a part of GSB held by women, although that number fluctuates a little throughout the year because of graduation and students studying abroad," Johnson said. "Women and minority groups tend not to be on GSB as often, and not last as long once they get there."

As a member of GSB, Johnson was able to provide insight into why these numbers are so low.

"GSB comes off as just another political body, which turns off a lot of people, but women especially because they may view it as overly competitive which can make them

CAMPAIGN p6 >>



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Weather



TUES
25|53

Rain late afternoon turning to snow overnight.



WED
9|32

Scattered flurries and breezy.



THURS
5|23

Partly cloudy.

Provided by ISU Meteorology Club

Police Blotter

The information in the log comes from the ISU and City of Ames police departments' records. All those accused of violating the law are innocent until proven guilty in a court of law.

Nov. 24
Spenser Stuffbeam, 19, 28223 420th St., Moravia, was arrested and charged with operating while intoxicated and underage possession of alcohol at Lot 63 (reported at 4:21 a.m.).

Nov. 25
Treasure Jones, 20, 1516 Delaware Ave., Unit 1, was cited for driving under suspension, operation without registration and no insurance at 13th Street and Stange Road (reported at 1:10 a.m.).

Vehicles driven by **Steven Harris** and **Monica Alonso Corona** were involved in a property damage collision at Lot 112 (reported at 1:03 p.m.).

Officers assisted a man who was experiencing emotional and medical difficulties at the Memorial Union. The individual was transported to Mary Greeley Medical Center for evaluation and treatment (reported at 4:52 p.m.).

Nov. 26
Officers were asked to check the welfare of a female resident who was possibly experiencing emotional difficulties at Frederiksen Court. The individual was located and referred to support services (reported at 2:07 p.m.).

Nov. 27
Mohammed Saeed Al Kaabi, 23, 4715 Twain St., was arrested

and charged with driving under suspension at Forest Hills Drive and Hyland Avenue. He was subsequently released on citation (reported at 3:13 p.m.).

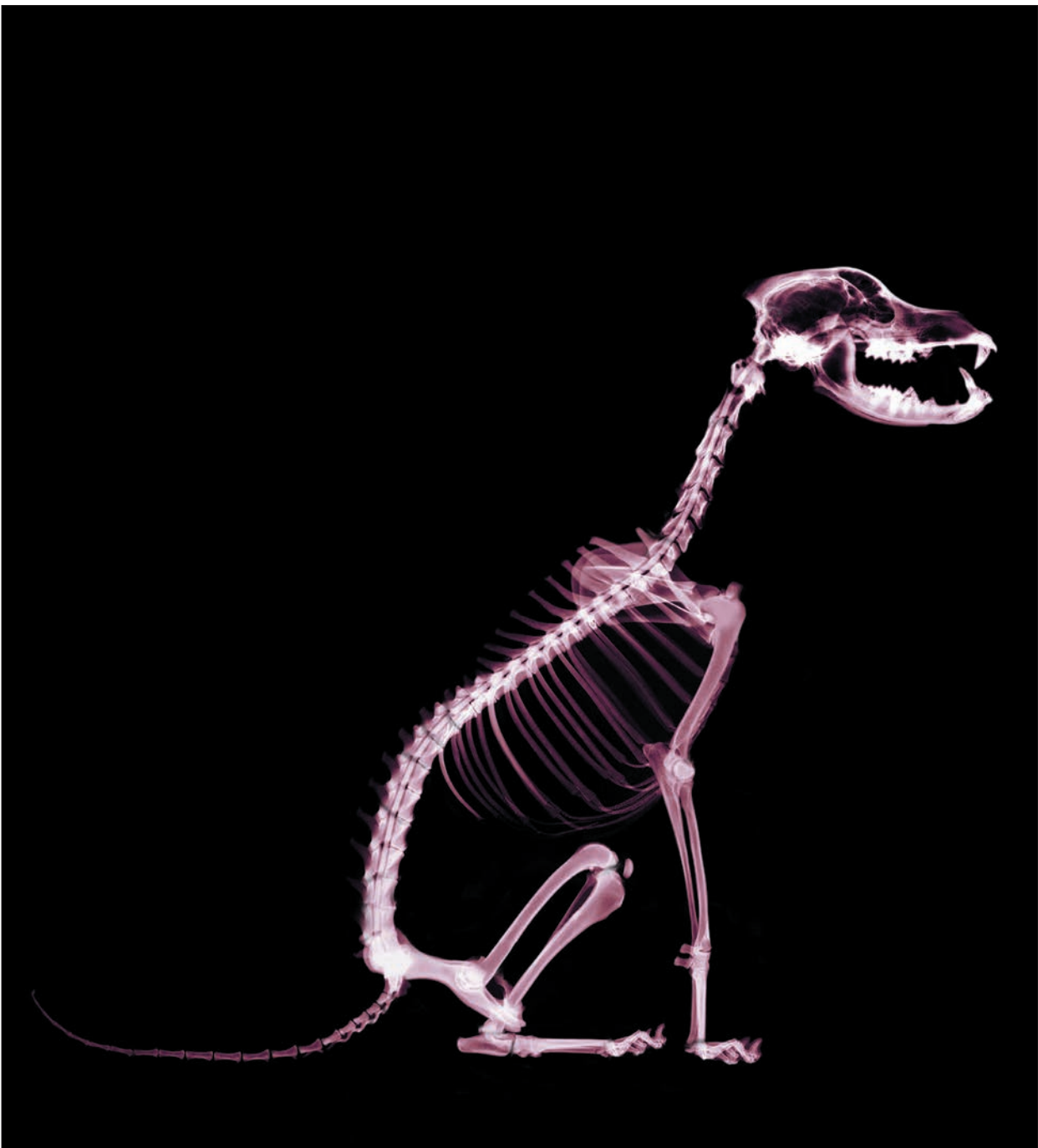
Officers assisted a male resident who was experiencing emotional difficulties at University Village. The individual was transported to Mary Greeley Medical Center for evaluation and treatment (reported at 4:30 p.m.).

Nov. 28
Jenna Magnuson, 25, 4303 Toronto St., was arrested and charged with operating while intoxicated (second offense) at Ontario Circle and Ontario Street (reported at 1:59 a.m.).

Brett Daniel, 22, 416 Hayward Ave., was arrested and charged with operating while intoxicated (second offense) and driving under suspension at Chamberlain Street and Hayward Avenue (reported at 2:10 a.m.).

Nov. 29
Officers responded to a dispute between roommates at Frederiksen Court. The matter remains under investigation (reported at 11:20 p.m.).

Nov. 30
An individual reported the theft of a wallet from a locker room at State Gymnasium (reported at 12:46 p.m.).



Courtesy of Thinkstock
Dr. Nicholas Jeffery, professor of veterinary clinical sciences, uses dogs in his research of spinal injury treatments. Only dogs that have a spinal injury for at least three months are eligible to participate in the experimental research at Iowa State.

Vet Med researches treatments for dogs with spinal injuries

By Kelsey Litterer
@iowastatedaily.com

Dogs with certain spinal injuries are receiving experimental treatment at Iowa State's College of Veterinary Medicine.

Dr. Nicholas Jeffery, professor of veterinary clinical sciences, has been conducting the research. Jeffery, who is from the United Kingdom, said he has always had an interest in spinal cord treatment. He began developing the project in the U.K. before he came to Iowa State. While at Iowa State, he was able to set up the project which began in July 2013.

"There's a lot of potential in things here," Jeffery said. About 60 dogs will participate in the project, which will last about three years, Jeffery said. He uses the Internet to find dogs to participate in the trial, including a website called Dodger's List. The trial is also publicized.

Jeffery said eligible dogs are ones that have been paralyzed in both hind legs for three months. The trial is also limited to smaller dogs.

The dogs will all eventually be injected with a drug that breaks down the scar tissue around the spinal cord, which prevents the making

of new connections. Because the trial is an experiment, it is conducted in a double blind fashion where only Jeffery will know what he is injecting.

Some dogs at first will receive a placebo injection, but eventually, every dog will receive the injection of the real drug. In six months, Jeffery will be able to gauge how well the dogs respond to the injection.

"If this works in dogs, the idea is that perhaps it might work in people," Jeffery said. "The spinal cord organization is pretty much the same."

Although Jeffery has had only three dogs participate in the trial, he said the research will pick up in January when a doctoral student will aid him in the experiment.

Jane Wengert, veterinary technician in the Veterinary Medical Center, is also helping Jeffery with the experiment. Wengert said she helps handle the dogs and also communicates with the owners.

"I take care of the animals' feeding, exercise, maintenance and handle the animals," Wengert said.

Jeffery said exercise is an important component in the research.

"Part of the therapy is to get physical therapy as well," Jeffery

said. Wengert said that while the dogs suffer from spinal injuries, they are still happy and continue to act like normal dogs.

"They still keep going and still do what dogs do. Owners that have these dogs are special people," Wengert said, explaining the owners make a commitment to care for the dogs and keep them healthy. "We're hoping with the research project that these paralyzed dogs may have hope."

Although Jeffery said he is interested in helping dogs, he also said he has taken an interest to find out how research might help people.

He said dogs are much more like humans than lab rats, especially in this case, where the injuries in rats are all the same. However, the rats are easier to use for genetic testing.

"They answer different questions," Jeffery said in comparing a lab rat to a dog for research. "When you're treating people, they're all very different."

Jeffery said the research is being funded by the International Spinal Research Trust, which chooses to sponsor different projects through application submissions.

Calendar

Find out what's going on, and share your event with the rest of campus on our website, at iowastatedaily.com.

Tuesday

Open forum: Vice president for research finalist

When
9:30 a.m.

What
Jim Reecy, one of four finalists for an internal search for the vice president of research position, is a professor of animal science and director of the Office of Biotechnology. The forum is free and open to anyone.

Where
Gold Room, Memorial Union

Training session: Using your Aastra Telephone

When
2:30 to 4 p.m.

What
ISU employees need to register online for this free event to help educate them on how to use their phones. The hands-on sessions will aid them in personalizing, configuring their voicemail and learn other advanced features of the telephone.

Where
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TECH WEDNESDAY
Select Photosynthesis cases are 25% off, ISU Sol Republic Headphones 25% off, Dell Laptop, 11in for \$299, ISU mouse, keyboard, and mouse pad set for only \$74.99

FAN THURSDAY
Iowa State hood in cardinal, gold, oxford for only \$19.99, Cy paperweight for only \$16.99, Select ISU water bottles are only \$8, Women's Iowa State charcoal sweatshirt for only \$14.99

OPEN HOUSE FRIDAY
Select Fashion Clothing 25% off, Embroidered hooded sweatshirt in oxford, cardinal, gold for only \$25, Select fashion scarves \$7, Calendars buy 1, get 1 free
ISU Faculty/Staff Appreciation Day, Author Signings 11am-1pm

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PERIODICALS POSTAGE

Understanding genetic information requires context

By Phil Brown
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“And ye shall know the truth, and the truth shall make you free.” Some ISU alumni and students will recognize this biblical verse from their days on the ISU campus, as it adorns the eastern side of our very own Parks Library.

It is entirely appropriate that here, at a place of higher learning, we would emphasize the benefits of knowledge, but there remain some instances where greater access to information does not necessarily help you.

For instance, there is currently a fairly contentious debate over potential regulations on the ways in which an individual can access their genetic information. Some find the idea of government inserting itself between you and your genes a disturbing thought, while others contend that genetic information can be extremely difficult for the average person to interpret.

In addition to being simply difficult to understand, personalized genetic information can actually mislead those who request it. For example, if someone were to find out that they possess no known genes that increase their risk for breast or prostate cancer, they might be led to believe that they do not need to receive examinations. Even worse, the testing itself may provide false results and then intentionally downplay the possibility of such events.

23andMe is an at-home genetic testing company that recently has been told by the Food and Drug Administration that it must stop sales of its genetic tests. The Personal Genome Service offered by 23andMe has already been used by hundreds of thousands of consumers and can be

purchased for less than \$100. The FDA, in a letter that later became public, scolded 23andMe for failing to provide information regarding the testing its product underwent to make sure it works as advertised. This lack of information comes despite more than a dozen in-person meetings between the testing company and the FDA.

With the status of “medical device,” an at-home genetic testing kit is required to undergo experimental trials and be sanctioned by the government for personal use. So instead of big government bringing down the regulatory hammer on 23andMe for giving people useful information, it is actually under fire for not proving to anyone outside of its company that its tests — and, more importantly, the interpretations provided — are accurate.

That interpretation, even when accurate, is exactly what makes genetic tests prime targets for regulation. Far from being simply a list of “your genes”; what companies like 23andMe are actually selling is the information that accompanies your genetic makeup.

There is nothing in your DNA that says in plain English, “I’m a gene that makes you more likely to develop diabetes,” or “I might give you digestive problems if you eat gluten.” Those explanations come exclusively from someone else. In the case of a medical doctor, the usual purveyor of such information, their expertise is known.

Beyond that, one would hope that a physician would not suggest or endorse useless yet expensive treatments and preventative measures. This is an expectation that we hold of physicians due to their elevated status and the rigorous licensing they undergo to practice their craft.

A simple, for-profit business does not have

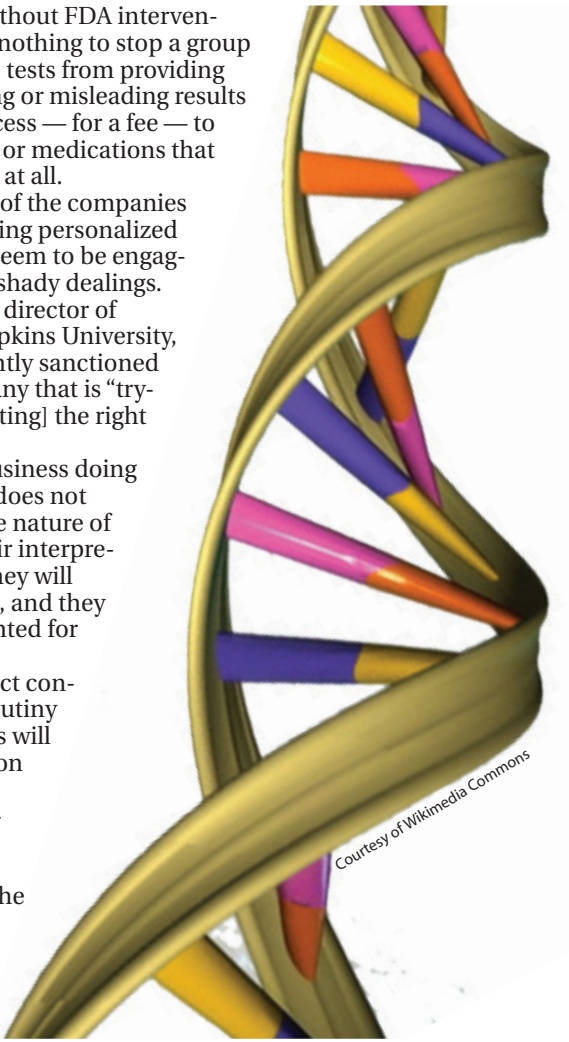
these restrictions. Without FDA intervention, there would be nothing to stop a group that provides genetic tests from providing deliberately confusing or misleading results and then offering access — for a fee — to certain supplements or medications that might not be needed at all.

To be fair, many of the companies that are already offering personalized genetic tests do not seem to be engaging in these kinds of shady dealings.

David Kaufman, director of research at Johns Hopkins University, categorized the recently sanctioned 23andMe as a company that is “trying to do [genetic testing] the right way.”

However, one business doing things the right way does not mean others will. The nature of genetic tests and their interpretations means that they will sometimes be wrong, and they could be misrepresented for profit.

In order to protect consumers, scientific scrutiny and other regulations will need to be enforced on companies that seek to give what is essentially medical advice. So despite common sense arguments to the contrary, we might very well need an arbiter between us and our own genetic information.



Letter to the editor

Help put a stop to spread of humanitarian crisis of HIV/AIDS

Lea Hoefer and Nick Jackosky are undergraduate students in global resource systems.

As we made our way back from our week-long break, the world recognized World AIDS Day on Dec. 1. The AIDS pandemic affects about 34 million people worldwide, and nearly 900,000 in the United States are infected. However, it is still not an issue that many students are aware of or truly understand; that is in part due to the stigma surrounding the disease. Even today, in 2013, these stigmas and myths continue to perpetuate fear and misunderstanding about HIV and AIDS.

AIDS is often seen in the United States as a disease of gay men or intravenous drug users. Although these groups historically have been the worst affected in the U.S., anyone can contract HIV. HIV infection occurs during events such as having

unprotected sex, injecting drugs with “dirty” needles, breast-feeding from a HIV-positive mother, or bringing one into direct contact with body fluids such as blood, semen, vaginal fluids or breast milk.

Surprisingly, HIV has low rates of transmission, but even a small risk is still a risk, and preventing yourself from becoming infected is easy. Wearing a condom during sex, only using clean needles, getting tested for HIV and providing antiretroviral drugs to HIV positive mothers are steps we can take to curb the epidemic.

The best thing you can do is to protect yourself, know your HIV status, and speak up about AIDS. We tiptoe around the topics of sex, of disease and of death. But time and time again have shown that silence and shame only allow the disease to spread, giving it a dark and protected space in which to fester and multiply. HIV thrives on going unnoticed, its strength in part lies in its ability to sleep for years in a

person’s body before making its presence known. We need to shine the light on the HIV/AIDS pandemic, illuminating every corner of the globe so that there is no place left for the virus to hide.

There are approximately 2,500 Iowans living with HIV/AIDS, 500 of whom unaware that they are infected. About 100 people are newly diagnosed each year in our state. Despite our ability to prevent HIV transmission, the rate of new infections grows by about three additional people every year, according to the Iowa Department of Public Health.

The HIV/AIDS pandemic is a humanitarian crisis, both at home and abroad. Millions of people are becoming infected, millions have died and continue to die, unable to access life-saving medications. It has continued to happen over the past few decades, missed by many because of its insidious and silent spread. Missed because the people to whom it was happening are

those whose voices we rarely listen to.

We need to start listening. HIV is an emerging virus, estimated to have initially infected humans in the early 1900s. How we respond to this pandemic will set the tone for future challenges. The truth is, we can end AIDS. We know how to prevent it; we know how to treat it. In fact, we have discovered that treating those infected with HIV very effectively prevents further transmission of the virus. The only barrier left is our own reluctance, fear and silence.

What kind of society will we be if we let millions more die, instead by choosing to pass ignorant and fallacious judgments on the infected? AIDS can infect anyone, and it affects everyone. Will we continue to let the virus mutate and spread, leaving the problem to grow until our children must take care of it?

Today, as we look back on World AIDS Day, let us speak up. Protect yourself. Protect others. We can end AIDS now.

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Community Park



Tenisha Matlock, junior middle blocker for ISU volleyball, was recently selected as a member of the 2012 U.S. Women's National A2 Team Program. The team is composed of players with remaining NCAA eligibility, thus making them ineligible the U.S. Women's National Team.

Make them laugh

Matlock lightens mood during team practices with 'floundering' play

By Maddy.Arnold
@iowastatedaily.com

Tenisha Matlock's reputation precedes her. Senior libero Kristen Hahn had heard about the middle blocker before either even played for Iowa State. Four years ago when she first visited the ISU volleyball team, Hahn was already hearing funny stories about Matlock. Hahn heard that the native of North Platte, Neb., danced around to music in the locker room on her official visit to Iowa State. While her future teammates were all confused by Matlock's behavior, Hahn liked it. "She was just so out there and just comfortable with herself," Hahn said. "She was just dancing to the music in the locker room on her official visit not even knowing a single girl on the team. When I heard that when I was on my own official visit I was really excited. I knew we would connect right away." Now, it is almost four years after her official visit and Matlock is still making Hahn and the rest of her teammates laugh. One of the easiest ways for Matlock

to lighten up the mood during practice is with a "flounder." Whenever Matlock hits a ball in a strange way in practice, she will yell out "flounder." Hahn said Matlock's unconventional shots and their funny name will always make her teammates chuckle. "[Matlock] sometimes lightens up practice," Hahn said. "We all just laugh because [flounders are] like the weirdest thing ever. We don't know how she gets kills like that, but she does. It's just definitely a good thing to have in practice." Matlock is not just known for being funny. She also has a reputation for being the most positive and energetic player on the court, in addition to her happy disposition. ISU coach Christy Johnson-Lynch said that remaining positive and energetic all the time is something most players struggle with, especially in the middle of a season. That's what makes Matlock special. "Every practice, every game you can count on her enthusiasm. That's a huge thing that [Matlock] contributes to the team," Johnson-Lynch said. "Nine out of 10 people struggle with that and she never does. She's always enthusiastic. "She always plays with passion every day. I think that's one of the most difficult things to do in athletics in general. She's found a way to do it every day." Despite it being difficult for some athletes, Matlock said her positive out-

look has always come naturally to her. Even if Matlock is not feeling at her best, she said it is her instinct to remain positive in all situations. "Fake it until you make it' is kind of my motto. Whether I'm down or not I'm still going to have a smile on my face and still kind of joke," Matlock said. "Somehow, I always find joy out of a certain thing whether someone trips, and I just laugh and that just brightens my day there. Or I trip." During the last four years, Matlock's teammates have come to rely on her personality to pick themselves up when times get tough. Johnson-Lynch said Matlock is always the first to support her teammates. Matlock is the first one to cheer when things go right and the first one to make her teammates smile when they are struggling. Matlock said she enjoys that responsibility. "I know once [we] get down my teammates tend to look towards me to kind of get it going," Matlock said. "I know just joking around also helps somebody else." Johnson-Lynch said Matlock's personality combined with her volleyball skills have done a lot to help Iowa State during her career. "She just has a neat story," Johnson-Lynch said. "She's a great model for her work ethic, perseverance, for energy. She contributes so much that way, and she's done it now for four years."

Irving pleads not guilty; trial date set

By Alex.Halsted
@iowastatedaily.com

ISU defensive lineman David Irving pleaded not guilty to a domestic abuse charge Monday and a trial date was set. Irving was arrested Nov. 13 and charged with domestic abuse with injury after police were called that night to 1415 S. Grand Ave., Apartment 108, for a welfare check regarding a possible domestic assault that occurred between 2 and 4 p.m. that day, leading to Irving's arrest. On Monday morning, Irving entered a written plea of not guilty and a jury trial was set 9 a.m. Jan. 28, 2014. Irving will have a pretrial conference at 3 p.m. Jan. 14, 2014. According to police records, police spoke with the victim on the night of the arrest and she "stated her boyfriend and the father of her child held her down earlier in the afternoon and cut a large portion of hair off." The victim told police the defendant punched her in the leg several times with a closed fist and officers noticed several bruises on the victim's leg and a large scratched area on the back side of her leg. The victim also had a small cut on her hand, which she said was caused by the scissors. The defendant admitted to getting into an argument but said he did not cut the victim. Irving didn't travel with Iowa State to its game against Oklahoma on Nov. 16, and ISU coach Paul Rhoads later said he had been suspended indefinitely. Irving since has appeared in each of the Cyclones' last two games against Kansas and West Virginia.

Hahn earns 3rd-straight Big 12 award

By Maddy.Arnold
@iowastatedaily.com

Senior libero Kristen Hahn was named the unanimous Big 12 Libero of the Year on Monday. This is the third-straight season Hahn has won the award and the sixth-straight season an ISU libero has won the award. Hahn also leads the Big 12 in all-time weekly awards with 17 Defensive Player of the Week distinctions in her career. She had five this season alone. Hahn averaged 5.73 digs per set in the regular season. She led the Big 12 in the category and is ranked third nationally. She had 20 or more digs in 15 of Iowa State's matches this so far season. While playing Oklahoma earlier in the season, Hahn set a career high for digs in a match. She had 39 against the Sooners. Hahn also had two other matches with 30 or more digs this year.

Volleyball prepares for 1st round NCAA play

ISU finds confidence in prior experience against Colorado

By Maddy.Arnold
@iowastatedaily.com

The Cyclones' first round match in the NCAA tournament will be against a familiar opponent. Iowa State will take on a former-Big 12 conference team in Colorado. The ISU volleyball team (18-9, 11-5 Big 12) will play Colorado (17-13, 9-11 Pac 12) on Friday in Minneapolis. This tournament appearance will be the eighth straight for the Cyclones under ISU coach Christy Johnson-Lynch. "There is always a point in each season where you wonder if you're ever going to get to this point. We had our struggles early on and that did cross my mind so we're not going to take for granted that we're in. That says a lot about our ability to sustain our program," Johnson-Lynch said. No. 10 seed Minnesota is one of the schools that will host the first two rounds in the Lexington regional bracket. This will be the third time in four years that Iowa State will play an NCAA tourna-

ment match at Minnesota. "I'm just excited to go back," said senior libero Kristen Hahn. "We always bring a good crowd and its close for us. I'm just excited. It's a great place to play volleyball." Iowa State has an all-time record of 17-39 against Colorado. During the 2010 season, Colorado's last year in the Big 12, the Cyclones defeated the Buffaloes twice. After coaching for nine seasons at Iowa State, Colorado is a familiar opponent for Johnson-Lynch. Despite having plenty of experience with the Buffaloes, Johnson-Lynch said they would be a completely different team since the last time they've played. "We don't know much about Colorado so I think it's real exciting and fun to play someone you're not that familiar with. We'll certainly be doing our homework over the next week," Johnson-Lynch said. "It's been a long time. It's a new coach. It's a new roster." Hahn and senior middle blocker Tenisha Matlock are the only two players on Iowa State's roster that played Colorado when it was still in the Big 12. They were freshmen when they faced the Buffaloes. Hahn, however, said she has more recent experience with



Members of the volleyball team react to the news of their NCAA tournament placement. The team will take on Colorado on Friday in Minneapolis. This tournament is the eighth-straight for coach Christy Johnson Lynch.

Colorado. She played in USA volleyball's A2 program with Colorado's Taylor Simpson last summer.

Simpson leads Colorado in kills per set with 3.64. She also averages 2.66 digs per set and has 63 total blocks on the season.

"She's a great all-around outside hitter," Hahn said. "I'm sure she's their go to. I know she's a solid player."

Hogue sparks ISU in 99-70 win over Auburn

Junior scores highs in rebounds, points with ‘beastly’ play

By Alex.Halsted
@iowastatedaily.com

The paint under the baskets at Hilton Coliseum has belonged to Melvin Ejim in recent years. If Dustin Hogue has anything to say about it, Ejim has new company. Hogue set career highs with 22 points and 16 rebounds for No. 17 Iowa State (6-0) as it beat Auburn (4-2) 99-70 on Monday at Hilton Coliseum. Ejim has often joked that Hogue likes to steal his rebounds. He might be on to something.

“I’m serious, man; he’s a beast down there,” Ejim said. “Today’s just a perfect example of what Dustin does. He goes in there, he goes hard every game and he’s opportunistic. He gets those rebounds; he can knock down his shot.

“I think I’ve got to turn my intensity up to keep up with this kid.”

Hogue reached his second-career double-double just 11:29 into the game. He also became

the first Cyclone since Ejim to record at least 20 points and 15 rebounds.

“The ball just kept bouncing my way,” Hogue said. “It seemed like everywhere I was, the ball was coming my way. I just tried to keep up with it.”

Iowa State trailed 12-5 early in the first half, struggling to hit shots as it watched Ejim and forward Georges Niang get into foul trouble. Hogue’s consistent rebounds sparked the ISU offense, which went on a 42-16 run in the final 14-plus minutes of the first half to take control of the game.

After the Cyclones started 0-of-8 from 3-point range, they finished the game 13-of-35 from beyond the arc as rebounds and a fast break offense helped space on the floor.

“Dustin got that thing off and that really got our transition game going,” said ISU coach Fred Hoiberg of his team’s first half run. “We got easy baskets, it opened up the floor and that’s what finally got those shots to drop.”

Behind Hogue’s performance, Iowa State out-rebounded Auburn 47-36. The Cyclones got help on the boards and inside the paint from Ejim, who picked up his first double-double of the

season with 14 points and 10 rebounds.

“With [Ejim and Hogue] and DeAndre [Kane] out there together, you’ve three elite rebounders,” Hoiberg said. “You’ve got three guys that go there every single time.”

Through six games, Hogue is averaging 9.8 rebounds per game. His secret on Monday was the ball bouncing his way. There might have been more to it.

“I’ve always focused more on playing hard,” Hogue said. “I think if I bring more energy to every game then I just get more results.”

Aside from Hogue, Hoiberg was looking in one other direction, too. Iowa State assisted 28 of its 33 shots.

“The thing that I look at, I look at 28 assists on 33 baskets,” Hoiberg said. “That’s an unbelievable stat right there. If we continue to play like that, we’re going to be a pretty darn tough team to beat.”

Watch more:
Former Cyclone Royce White makes his return to Ames, iowastatedaily.com/sports



Blake Lanser/Iowa State Daily
Dustin Hogue shoots the ball as he evades Auburn defense. Hogue had a total of 31 minutes of play for a total of 22 points scored, helping the Cyclones turn over a 99-70 win. Hogue also came down with 16 rebounds.

Rohach gains confidence as quarterback after Big 12 win

Freshman heads into off season after major wins

By Alex.Halsted
@iowastatedaily.com

Grant Rohach rolled out right, set his feet and released the ball. The pass sailed 25 yards downfield into the end zone and into the hands of wide receiver Justin Coleman.

The touchdown completion and ensuing two-point conversion put Iowa State ahead of West Virginia 52-44 in triple overtime, and an eventual win by that same score gave the Cyclones confidence heading into the off-season after going 3-9.

Those two passes? That was confidence the redshirt freshman quarterback needed.

“I think that throw to Coleman for the touchdown and the two-point to [E.J.] Bibbs — which wasn’t a very good throw, but Bibbs made a great play on it — those two throws gave me huge confidence,” Rohach said. “Huge confidence in myself and huge confidence in our offense to be effective in the Big 12 is something I gained from that.”

Rohach said Monday — after being named the Big 12 Offensive Player of the Week — those two throws are what stand out to him as moments he asserted himself as a Big 12 quarterback. With 313 yards passing in Saturday’s



File: Jonathan Krueger/Iowa State Daily
Redshirt freshman quarterback Grant Rohach scrambles through defenders during the Homecoming game against Texas Christian on Nov. 9 at Jack Trice Stadium. In the last two regular season games, Rohach amassed more than 300 yards passing, the first ever for an ISU freshman in consecutive games.

win, Rohach became the first freshman in school history to pass for 300 yards in consecutive games.

Iowa State scored on each of its last seven possessions led by Rohach, who went 25-of-39 with four passing touchdowns and a 54-yard rushing touchdown. The 24-point comeback was the largest in ISU history.

Rohach appeared in seven of Iowa State’s 12 games in 2013, starting the

final four games after taking over for redshirt sophomore Sam Richardson against Texas Christian on Nov. 9.

“You can come in and you can try to learn the playbook and memorize is as much as you want,” Rohach said. “But being able to use the playbook against an opponent as more of a tool to the football game is something that I got a lot better at.”

Rohach will go into the off-season without an offensive coordinator or quarterbacks coach after Courtney Messingham was let go Sunday. He said that makes breaking down film more difficult but there will instead be a physical fo-

cus, such as running routes with his returning wide receivers.

“The lack of knowing if we’re going to keep the same playbook or change our playbook kind of factors into, do I keep breaking down the film that we’ve already played in or do I need to look elsewhere,” Rohach said. “That kind of complicates things.”

In his first season on the field for the Cyclones, Rohach went 110-of-191 passing for a 57.6 completion percentage with eight touchdown passes and seven interceptions.

His biggest off-season goal is to become more accurate in those throws with the hope to complete

a larger percentage of passes when he returns to the field.

“I think becoming more of an accurate passer,” Rohach said of his key area of focus. “Some completions of balls receivers made tremendous catches on, and a quarterback shouldn’t have to put them in those positions. You expect every ball to be right on target and having a receiver be able to catch and run without slowing down.”

ISU coach Paul Rhoads said the quarterback position would again be open for competition when spring rolls around. That competition will include Rohach, Richardson, and

freshmen Joel Lanning and Trevor Hodge.

Rohach will enter the spring taking snaps with the first-team offense. With his newfound confidence, there is hope for him that the quarterback position will find stability.

“All I can do is focus on how well I play and how efficiently I run the offense,” Rohach said. “If it’s good enough, then hopefully I’ll be getting the starts next year. I have full faith in coach Rhoads and whoever our future offensive coordinator will be to make the right decision who’s the best player and play him, whether it’s me or anybody else in the quarterback room.”

The Global Struggle against AIDS

The U.S. Role & Prospects for Sustainability

Mead Over

Mead Over is a former World Bank economist whose work focuses on the economic impact of the AIDS epidemic and efficient, effective, and cost-effective health interventions in developing countries. He co-authored the World Bank's first comprehensive treatment of the economics of AIDS in the book *Confronting AIDS: Public Priorities for a Global Epidemic*. His most recent book, *Achieving an AIDS Transition*, focuses on prevention efforts. Mead Over has taught economics at Williams College and Boston University and is currently at senior fellow at the Center for Global Development.

Tuesday, December 3, 2013 - 8 pm - Sun Room, Memorial Union

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TOGETHER WE CAN

Holiday DIY: Jewelry display

By Ali.Hanson
@iowastatedaily.com

Many college students are on a tight budget — crafting presents for the holidays is one way to save money while making your gifts stand out among the rest. This step-by-step jewelry holder DIY is the perfect way to test out your creative genes this season.

You'll need:

- Old book
- Two sponge paintbrushes
- Modge Podge
- Plain canvas (size 11x13 will work)
- Small adhesive alphabet letters
- Paint color of your choice
- Knobs or handles (preferably two)
- Drill
- Superglue

BEFORE



1



Step One: Start with a plain 11x13 canvas board. Rip out pages from an old book no longer being used and use a sponge paintbrush and Modge Podge to attach the pages to the canvas. Make sure the pages are flat against the canvas so no bubbles are created. Let dry.

2



Step Two: Place the sticky letters onto the canvas to spell out a favorite quote. Make sure the letters are either to one side or directly in the middle, allowing room for jewelry to hang and not cover the quote.

3



Step Three: With your paint color of choice, use a different sponge paintbrush to paint the entire canvas. Make sure to get all sides and not brush too forcefully, which will cause the letters to peel off. Let dry.

Step Four: Pick desired knobs, preferably two, and decide where you want them to be placed on the canvas. Make sure the knobs are in a location that won't cover the quote.

Step Five: Drill the knobs into the wood frame of the canvas. Additional cutting down of the knobs might be necessary if they protrude too far out on the back side of the canvas.

Step Six: Add superglue to the holes where the knobs are placed to secure them and to improve their performance. Peel off the sticky letters to unveil the quote written in the book text.

FINAL PRODUCT



Apparel entrepreneurs utilize online marketplace, social media for businesses

By Miranda.Pollitt
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In today's digital age many people are taking advantage of fashion e-commerce by making apparel purchases online through various selling websites.

Two ISU students, Ashley Schonberg and Caine Westergard, both seniors in apparel, merchandising and design, run their own businesses almost entirely online.

Schonberg owns her own Etsy shop, Jayne Danger, where she sells her Octo plushie stuffed toys.

"One year, I made a bunch of stuffed animals for my family for Christmas and they asked why didn't I sell these?"

Soon after Schonberg decided to sell her plushie toys on Etsy.

Since she was little, Schonberg said she has always known she wanted to own her own business.

"I always had that entrepreneurial mindset" Schonberg said.

When first starting her business, Schonberg uti-

lized a lot of resources Etsy had to offer.

"The first year I was selling, I was active with the Etsy seller community," Schonberg said

By taking advantage of these resources, her business took off. The Etsy seller community helped her promote her shop and seek advice from other sellers.

Telin Chung, assistant professor in apparel, events and hospitality management, teaches a class on fashion e-commerce and describes Etsy as a business tool.

"It is a good place to get your name out there and to get practice in customer service and getting feedback from customers," Chung said.

Westergard also runs her own business through her website.

Westergard said she has been sewing her whole life and started selling her own products last fall through her Facebook page, Collections by Caine Westergard, which currently has more than 1,000 fans. She sells a variety of different baby onesies,

Head online, check it out

Schonberg's links

- www.etsy.com/shop/jaynedanger
- www.facebook.com/jaynedangershop
- www.jaynedanger.com

Westergard's links

- www.facebook.com/CollectionsbyCaineWestergard?ref=br_tf

along with custom T-shirt blankets.

As college students, Schonberg and Westergard have mastered the idea of free marketing strategies.

"Facebook is just my marketing tool," Westergard said. "Which is nice because it's free, and as a college student, that's always good."

Although each of them has different target markets and audiences, both Schonberg and Westergard said they use Facebook to reach out to their customers.

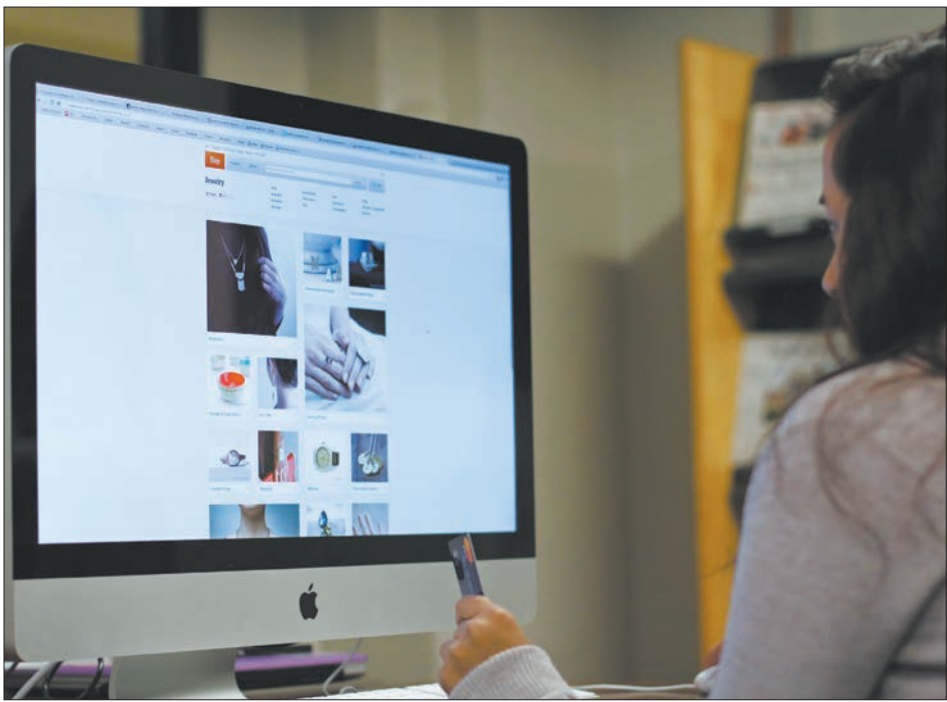


Illustration: Miranda Cantrell/Iowa State Daily
With social media constantly growing and changing, people are finding more uses for it, including finding new businesses, especially for the fashion and apparel marketplace.

Schonberg's target market is mainly young adults and teenagers, so Schonberg takes advantage of social media sites like Twitter, but she said her main focus is her Facebook page, which has more than 2,000 likes.

"I think Facebook is the best way to communicate with my target market," Schonberg said.

The fashion industry has become immersed in technology in the past few years.

"Technology is an aspect in everything we do,"

Westergard said.

More companies in the apparel industry are expanding their online stores and marketing strategies of their brand.

"A lot of companies are making efforts for easy returns or having virtual try-ons for their customers," Chung explained.

With features like these, fashion companies will be able to expand their businesses using online tools, not to mention, more companies will be able to show off what their brand represents through various

forms of online media.

"Social media is a good tool to build a relationship with their customers," Chung said.

By building up a social media site, a company can connect more with their customer than ever before.

Chung is predicting this trend in fashion e-commerce to only grow from here.

"More people are comfortable using technologies," Chung said, "and I see an important trend in e-commerce, especially fashion e-commerce."

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Daily Fun & Games

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Crossword

1 2 3 4 5 6 7 8 9 10 11 12 13

14 15 16

17 18 19

20 21 22

23 24 25 26 27

28 29 30 31

32 33 34 35 36

37 38

39 40

41 42 43 44 45 46

47 48 49 50 51 52

53 54 55

56 57 58 59 60

61 62 63

64 65 66

Across

1 Cathedral area

5 Tons

10 Reps: Abbr.

14 Garden center

15 Dot in the ocean

16 Circus performer?

17 Tune

18 Thin, decorative metal

20 What a 63-Across may speak

21 The last Mrs. Chaplin

22 Grand Rapids-to-Detroit dir.

23 Gets married

27 This, to Michelle

28 Morose

29 Geometric suffix

30 Like potato chips

32 Lulus

36 Mass transit carrier

37 Dangerous things to risk

39 Retirement destination?

40 Wimps

41 Underworld group

43 Printer's widths

44 Cookie container

47 Renoir output

48 Equestrian's supply box

53 Spoil

54 Alabama, but not Kansas?

55 "Picnic" playwright

Down

1 Valuable

2 Illinois city that symbolizes Middle America

3 Had a hunch

4 Barely beats

5 Member of the fam

6 CBS drama with two spin-offs

7 "Everything's fine"

8 Exeter's county

9 Dictation whiz

10 The K.C. Chiefs represented it in Super Bowl I

11 High school choral group

12 Dollhouse cups, saucers, etc.

13 Protected condition

19 Pried Piper followers

24 End-of-the-work-week cry

25 Pebble Beach's 18

26 China's Zhou

31 SALT concerns

32 "say something wrong?"

33 Elected ones

34 '50s automotive failure

35 Goo

37 There's a lane for one at many intersections

38 Superlative suffix

39 Like Bach's music

41 Boggy

42 Solar system sci.

44 Alaskan capital

45 "Crouching Tiger, Hidden Dragon" director

46 "I Believe I Can Fly" singer

49 Stadium

50 More desperate, as circumstances

51 Some portals

52 Adornments for noses and toes

57 Gore and Green

58 Lacto-__ vegetarian

59 Years in a decade

Horoscope by Linda Black

Today's Birthday (12/03/13)

If you love your work, it will grow. If not, accept new opportunities. Prioritize passion. Collaboration thrives with balance and respect. With persistent attention, creative and romantic risk pays off. Record springtime musings for late summer launch. Pitch and negotiate then. New flavors inspire your work. Maintain high standards and your nest egg will grow. Follow love.

To get the advantage, check the day's rating: 10 is the easiest day, 0 the most challenging.

Aries

(March 21-April 19)

Today is a 9 – Embark on a wild adventure, and take a partner along. Your universe is expanding. Empower assertive behavior. Don't spend on celebrations; keep the money in the bank and find low-cost alternatives.

Taurus

(April 20-May 20)

Today is an 8 – Past deeds speak well for you, so keep up the good work. Don't confuse enthusiasm with being impulsive. Stand up for what's important. Consider the impact before acting. Handle financial matters now.

Gemini

(May 21-June 20)

Today is a 9 – Adjust to the demands and needs of others now. Put fantasies on hold for a while and study. Finish up all the old tasks on your list. The effects will be far-reaching. Do a little bit at a time.

Cancer

(June 21-July 22)

Today is a 9 – Discover and take advantage of new opportunities. Put insights to imaginative use. Intuition reveals a winning strategy. Fulfill a promise to a colleague. The pace quickens. Water enters the picture.

Leo

(July 23-Aug. 22)

Today is an 8 – Provide something that's required. Make more time for love over the next few days. Prepare a glamorous event. Imagination is your best asset to generate creative and unusual ideas. Then celebrate.

Virgo

(Aug. 23-Sept. 22)

Today is a 7 – Stick close to home for the next two days, and relax. Reassess your view of a situation. A disagreement about priorities could arise. Work the numbers and negotiate a firm deal. Research options.

Libra

(Sept. 23-Oct. 22)

Today is an 8 – Take care of a household emergency with quick thinking. You're extra brilliant today and tomorrow. Don't spend money just to look good. Actions speak louder, so work faster and make more.

Scorpio

(Oct. 23-Nov. 21)

Today is a 9 – Household finances take top priority. Upgrade domestic technology without getting distracted. Go for it together. Provide the perfect atmosphere using available resources. Heed the voice of experience.

Sagittarius

(Nov. 22-Dec. 21)

Today is a 9 – Verify connections and reconfirm the plan. Consult an expert. You're getting stronger. Dreams provide answers. You're extra hot today and tomorrow. Save for a rainy day. Change things around at home.

Capricorn

(Dec. 22-Jan. 19)

Today is a 7 – Focus on keeping old commitments today and tomorrow, freeing space for new ideas. Get your partner involved. Don't worry about the money. Get the team to play along. Get advice from somebody who's been there, done that.

Aquarius

(Jan. 20-Feb. 18)

Today is an 8 – Obstacles make you even more determined. Friends help out, too. Dance with surprises. Let your partner take the lead. Schedule meetings for today, and think things through to the logical conclusion. Upgrade equipment.

Pisces

(Feb. 19-March 20)

Today is an 8 – Career matters claim your attention today and tomorrow. Pay attention. Consider an interesting proposition and discover an answer. Offer your own ideas. Meditate on a problem, then act on your convictions.

Sudoku by the Mephram Group

7 4 8

2 1 6 3 7

9 2 5

1 7 4

6 4

8 9 5

5 3 4 1 9

4 6 2

LEVEL: 1 2 3 4

Complete the grid so each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9. For strategies on how to solve Sudoku, visit www.sudoku.org.uk

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